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ABSTRACT

This learning activity packet is designed to help students to acquire a competency, namely: how to use knowledge of careers in the fashion industry to gain information about their career choices. The unit consists of the competency, three objectives, suggested learning activities, transparency masters, handout materials for activities, and a pretest/posttest with answer keys. Activities include presentations of unit material to a group, keeping a student notebook, role-playing, mathematics skill development, comparison shopping, and writing advertising copy. (KC)

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CAREERS IN FASHION

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TEACHER EDITION

Marketing Education LAP's

CIMC

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Careers in Fashion

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Competency: How to use knowledge of careers in the fashion industry to gain information about your own career choices.

OBJECTIVES

A. Understand the skills and education requirements for careers in the fashion industry.

B. Identify a career area of interest to you.

C. Understand the major career fields in the fashion industry.

I. GROUP LEARNING ACTIVITIES FOR OBJECTIVES A, B, AND C

The lesson should begin with group presentation of all the key topics covered in this LAP. The transparencies are provided to help you with the presentation. Other activities are included to assist the students in understanding the fashion industry and their own personal skills and traits.

	Transparency Number	Message
A.	1	The clothing and textile industry is one of the largest in the nation. By supplying jobs and paying taxes, this industry has contributed greatly to the national economy. Less than a century ago, Americans wore clothing that was made at home. Today the majority of people wear clothing that is ready made.
	2	To succeed in any area of the fashion business you need certain basic skills. Those skills include communication skills, social skills, people skills, mathematics skills, and product knowledge.
B.	3	Fashion careers involve working in a fast-paced, dynamic environment. It's fun and exciting—but can also be stressful. To prepare yourself for your career consider the following tips: *Look for part-time work as a stock boy/girl, cashier, or salesclerk. *Take basic courses in business, math, and art. *Study fashions on the people and in the stores around you.

C. 4 Every garment made in America passes through stages of design, manufacturing, and distribution. This chart may help you to understand those stages and the career opportunities at each level.

II. ADDITIONAL ACTIVITIES

A. 1. As assignments, ask each student to start a loose-leaf notebook titled FASHION INDUSTRY CAREER FACTS. Supply each student with enough forms to adequately summarize each occupational field in the fashion industry. The form can be found on page 13.

2. Have each student complete the "Is it Right For You" survey. The survey is provided on page 15.

B. 3. In order to help students understand the importance of human relations, distribute the activity found on page 17. Have them take a few minutes to complete the form then use their ideas as discussion stimulation.

4. To develop communication skills, have the students role-play a selling situation. Have one student assume that he works in a clothing store called Red Dress Salon. When helping a customer, he finds that he has the style and size that a customer needs, but the color is wrong. Ask another student to play the part of another salesperson at the Blue Dress Salon on the other side of town. Pick a particular outfit that someone else in the room is wearing. Via play telephone, have the Red Dress Salon salesperson describe the outfit to the salesperson at Blue Dress Salon. After he has described it, see if the salesperson from the Blue Dress Salon can identify it. Repeat the process giving all of the students an opportunity to practice their communication skills.

5. Math skills are important in the fashion business. Have the students make out sales receipts including items sold, 10% discount for coupon, tax, and total.

C. 6. Have the student choose two clothing stores where they buy clothing. Have them write the names of the stores, clothing items, brands, and styles on a separate sheet of paper. Then have them visit the stores to find out the prices of the items. If the prices are the same or very close, they should write an explanation as to why they think the merchandise is priced that way. If one store sells items for a higher price, have the students explain that.

7. Have each student try their skill at writing creative copy for the following items:

Women's black crepe dress, low back, beaded shoulders, long sleeves. $89.00. Sizes 4-14.

Girl's pink play suit. Elasticized sleeve, appliqued, zip front. $8.99.
Sizes 18 months to 2 years.

TM 1

BASIC SKILLS

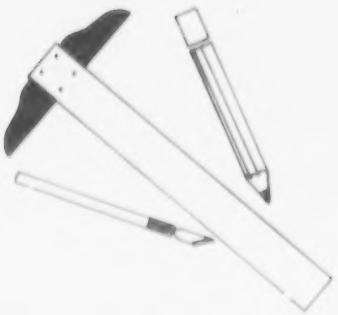
* COMMUNICATION SKILLS
* SOCIAL SKILLS
* PEOPLE SKILLS
* MATH SKILLS
* PRODUCT KNOWLEDGE

TM 2

CAREERS IN FASHION CAN BE

* GLAMOUROUS
* FAST-PACED
* EXCITING
* STRESSFUL

TM 3



DESIGNING

MANUFACTURING

WHOLESALING

RETAILING

TM 4

SUGGESTED ACTIVITY #1

FASHION INDUSTRY CAREER FACTS

OCCUPATIONAL FIELD _____

FUNCTION OF THE FIELD IN THE INDUSTRY _____

_____

_____

CHARACTERISTICS OF THE FIELD _____

_____

_____

MATERIALS AND PRODUCTS HANDLED _____

_____

_____

TOOLS AND EQUIPMENT USED _____

_____

_____

USES OF THE PRODUCT _____

_____

_____

PLACES OF EMPLOYMENT _____

_____

_____

WORKING ENVIRONMENT _____

_____

_____

GENERAL COMPETENCIES _____

_____

_____

OCCUPATIONAL OPPORTUNITIES _____

_____

_____

SUGGESTED ACTIVITY #2

IS IT RIGHT FOR YOU?

Only you can tell if you will be happy in a career in fashion. Carefully examine yourself and the requirements for the job. The following questions may help you decide if this career really interests you. Check "yes" or "no" in the space provided. A "yes" answer to most of the questions may indicate that you would probably enjoy a career in the fashion business.

		YES	NO
1.	Do you like to do your own shopping?		
2.	Do you like to browse through stores?		
3.	Are you interested in what's "in fashion"?		
4.	Do you notice what others are wearing?		
5.	Do you like to read fashion magazines?		
6.	Do you remember the prices of apparel you buy?		
7.	Do you compare prices?		
8.	Do you enjoy meeting people?		
9.	Do you like being around a lot of people?		
10.	Do you try to figure out people?		
11.	Is it easy for you to talk to strangers?		
12.	Do you like change?		
13.	Do you like your days to be very busy?		
14.	Are you energetic?		
15.	Are you creative?		
16.	Do you like to compete with others?		
17.	Do you enjoy making decisions?		
18.	Would you take a risk for a big gain?		
19.	Do you like a challenge?		
20.	Do you plan to go to college?		

These Words Mean Something Special

To get along with co-workers, supervisors, and customers, fashion career people need to have various desirable personal traits. Some of these traits are listed below. Write a definition of what each trait means to you. Then write an example of a situation demonstrating the use of each trait.

1. **PROPER DRESS**

Definition: _____

_____

_____

Example: _____

_____

_____

2. **TOLERANCE**

Definition: _____

_____

_____

Example: _____

_____

_____

3. **CREATIVITY**

Definition: _____

_____

_____

Example: _____

_____

_____

4. **DEPENDABILITY**

Definition: _____

_____

_____

Example: _____

_____

_____

5. **HONESTY**

Definition: _____

_____

_____

Example: _____

_____

_____

6. **TACT**

Definition: _____

_____

_____

Example: _____

_____

_____

7. **ASSERTIVENESS**

Definition: _____

_____

_____

Example: _____

_____

_____

8. **ENTHUSIASM**

Definition: _____

_____

_____

Example: _____

_____

_____

9. **INITIATIVE**

Definition: _____

_____

_____

Example: _____

_____

_____

10. **FLEXIBILITY**

Definition: _____

_____

_____

Example: _____

_____

_____

POSTTEST

Directions: Identify the best answer for the following questions. Record your responses on a separate sheet of paper.

OBJECTIVE A

1. Which of the following is NOT one of the *primary* occupational fields of the fashion industry.

   a. Design

   b. Art

   c. Production

   d. Planning

2. Which of the following is NOT a skill required for fashion buying?

   a. Mathematics

   b. Human relations skills

   c. Sports skills

   d. Communication skills

OBJECTIVE B

3. A portfolio is a presentation of:

   a. Your best work or assets

   b. Your skills

   c. Your knowledge of the area

   d. All of the above

4. Which of the following are characteristics of the fashion industry?

   a. Stressful

   b. Glamourous

   c. Fast-paced

   d. All of the above

5. The process of using muslin on a dressmaker form to formalize ideas is called:

   a. Patternmaking

   b. Sketching

   c. Draping

   d. Illusion

OBJECTIVE C

6. Which American city is considered the fashion capitol?

   a. Dallas

   b. Atlanta

   c. Los Angeles

   d. New York

7. One who studies costumes from museums, libraries, old magazines, and costume institutes to gain knowledge of the past for the future is called a:

   a. Merchandiser

   b. Market researcher

   c. Style researcher

   d. Design room manager

8. Knowledge of historic costumes is important in each of the following careers EXCEPT:

   a. Stock clerk

   b. Fashion designer

   c. Fashion buyer

   d. Fashion illustrator

9. Which of the following is a key trait for fashion merchandising?

   a. Ability to sew

   b. Ability to count change accurately

c. Ability to negotiate

d. Ability to understand theory

10. The prediction of fashion trends is performed by:

a. Unit control clerk

b. Comparison shopper

c. Personal shopper

d. Fashion planner

11. Skills of a fashion planner include all of the following EXCEPT:

a. Imagination

b. Sense of trends

c. Ability to sew

d. Decisiveness

12. A fashion promoter requires a minimum of:

a. A grammar school education

b. A high school education

c. A Bachelor's degree

d. No education required

13. Goals of a fashion promoter include:

a. Introduce new lines

b. Increase brand awareness

c. Create enthusiasm in customers

d. All of the above

14. Which of the following is NOT a common media used for fashion promotion?

a. Newspaper

b. Bulletin boards

c. Radio

d. Direct mail

15. Most of the apparel manufacturers in the United States are located:

    a. In California

    b. On the East coast

    c. In the Midwest

    d. In the Sunbelt

16. The main purpose of engineers in fashion manufacturing are to:

    a. Design functional clothing

    b. Operate complicated photography equipment

    c. Supervise production

    d. Find the best, fastest way to produce quality goods

17. The duties of fashion show productions are most often done by:

    a. Seamstresses

    b. Fashion producers

    c. Fashion promoters

    d. Fashion analysts

18. Fashion planning involves the prediction of which of the following:

    a. Color trends

    b. Silhouette trends

    c. Fabric trends

    d. All of the above

19. In a small firm, the fashion designer is expected to do which of the following skills:

    a. Research styles

    b. Research the market

    c. Illustrate the designs

    d. All of the above

20. Which of the following is a fundamental skill required for each career in the fashion industry?

a. Sewing

b. Pattern alterations

c. Art

d. Communication

PRETEST KEY

1. Art, historic costume, sociology, communications

2. Journalism, English, public speaking, layout, advertising

3. Historic costume, journalism, public speaking, art and design, sociology, advertising, and promotion

4. Foreign Languages: Understand fashion terms, international marketing

   Historic Costume: Understand the cycle of fashion, inspiration, understand lifestyles

   Speech: Communication skills

   Mathematics: Sales, buying, inventory control, yardage requirements

   Art: Appreciation for good design, design skills

5. Answers vary

6. | | |
   |---|---|
   | Fashion Planner: | Interest in fashion, ability to express ideas clearly, imagination, decisiveness |
   | Fashion Designer: | Artistic ability, sketching ability, sewing, flat-pattern skills, knowledge of textiles |
   | Fashion Buyer: | Math skills, sense of trends, construction of garment knowledge, understanding of quality, textile knowledge, market analysis |
   | Fashion Illustrator: | Sketching ability, artistic ability |
   | Copy Editor: | Creative writing skills, journalism, layout skills, understanding of design details, understanding of market |

7. Study fashion trends, consumer markets, develop sources of fashion information, make forecasts, produce fashion shows, give fashion training, prepare promotional material, organize departments

8. Style researcher, design assistant, market researcher, sketcher, model, fabric merchandiser, pattern maker, design room manager

9. Machines, technology, design studio, storage, testing laboratory, people

POSTTEST KEY

1. b
2. c
3. d
4. d
5. c
6. d
7. c
8. a
9. c
10. d
11. c
12. b
13. d
14. b
15. b
16. d
17. c
18. d
19. d
20. d